The business magazine of the farm & industrial equipment industry

March 1984
TWO DOLLARS

Implement & Tractor

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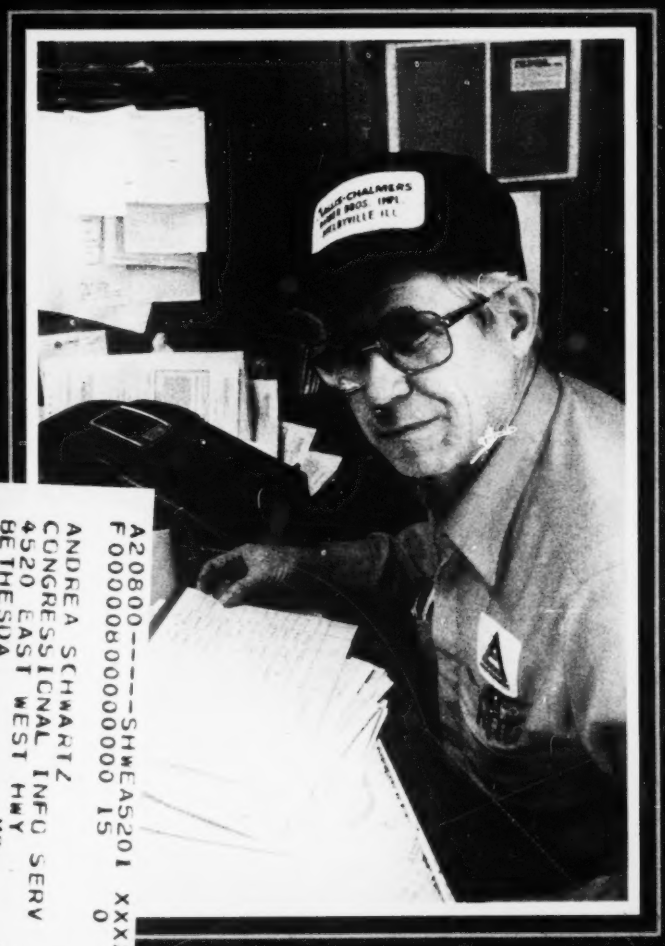

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BETHESDA MD
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PSST! DON'T TELL KEN BARKER HOW BAD BUSINESS IS. HE'S TOO BUSY SELLING!

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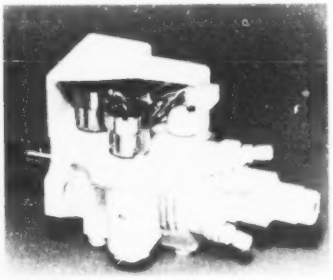

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10: You Just Can't Wait! This Illinois dealership picked a product they thought their farmers were ready for – then hit the road and showed it to them.

14: The Language Gap in Computer Sales. Some thoughts by Managing Editor Scott Nesbitt on why more dealers don't own computers.

16: Marketing & Management Conference. The FIEI goes to Tucson for a semi-annual round of selling products and running businesses.

20: Many Dealers Ready to Buy Computers. The second part of a survey of Southwest dealers looks at non-computerized dealerships.

24: Electronic Controls for Diesel Engines. By grafting computers onto diesels, engineers are developing a new generation of engines that can think for themselves.

38: The Twinkie Feeder...A plea for help from a man with a real problem.

44: Israel's Push on the World Market. A small but inventive nation seeks more outlets for its agricultural technology.

On the Cover. Ken Barker of Shelbyville, Ill., adds up sales that came from demonstrating, not waiting.

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I&T Update

January: Tractors Hold Even; Other Items Take a Drop

The year started out with upward performances by tractors under 100 horsepower and two-wheelers over 140 horsepower, offset by a big falling off of tractors in the 100-140 bracket and four-wheelers. The net result: Total unit sales were up one per cent.

Combines tumbled off of the performance of a year earlier, but January of 1983 produced some unusual bulges in sales, possibly reflecting some late reports on business from December, 1982.

(Source: Farm & Industrial Equipment Institute's monthly flash report.)

Unit Retail Sales

	January 1984	January 1983	Pct. Change
Farm Wheel Tractors:			
2-wheel drive			
Under 40 hp	2,122	2,068	+ 2.6
40-99 hp	3,078	2,590	+18.8
100-139 hp	744	1,419	−47.6
Over 140 hp	1,212	926	+30.9
Total 2-wheel drive	**7,156**	**7,003**	**+ 2.2**
4-wheel drive			
Under 200 hp	122	186	− 34.4
Over 200 hp	188	205	− 8.3
Total 4-wheel drive	**310**	**391**	**− 20.7**
Total All Tractors	**7,466**	**7,394**	**+ 1.0**
S-P Combines	1,086	1,796	− 39.5
Balers (200-lb. bales)	278	391	− 28.9
Forage Harvesters (shear-bar type)	118	171	− 31.0
Mower-Conditioners	450	563	− 20.1

Hesston Reports 1983 Net Profit Of $2 Million

Hesston Corp. returned to profitability in 1983 with a net of $2.03 million on sales of $197.9 million. In 1982, sales had been $202.1 million, with a net loss of $4.24 million (excluding the results of its French subsidiary, Hesston S.A., which was sold in 1982 to Laverda S.A., another Fiat subsidiary. The 1982 loss including the French subsidiary was $7.95 million on sales of $254 million).

The fourth quarter of 1983 produced, as anticipated, a loss of $2.67 million because of low shipments to dealers. Sales were $42.5 million. In the last period of 1982, sales were $35.8 million and the loss was $2.23 million, excluding French business.

Howard Brenneman, Hesston, president, said that Hesston has been concentrating on developing dealers to handle its full line of products, including tractors, and that approximately half of Hesston's 1,200 dealers "have now converted to a full-line franchise" with the company.

Brenneman cited Hesston's Woods Div., Oregon, Ill., as the company's "star performer," with sales and profit increases. Fred Scharer, Woods Div. general manager, has been appointed a vice-president of Hesston.

Briefly...

Securities analysts at Prudential-Bache, New York, took a look at January FIEI retail sales numbers and delivered an unenthusiastic bulletin to investors. **Deere** and **Allis-Chalmers** are rated as being average performers for up to the next 18 months. **Steiger** shares are considered worth buying in the next six months, with average performance expected in the following 12 months. **International Harvester** shares, suggest analysts Mitchell Quain and Catherine Lynch, should be traded for other shares over the next 18 months.

Farm Tractor Imports Went Up Sharply in 1983

Tractor imports took a strong jump in 1983 compared with 1982. The dollar volume was up 24 per cent to $628 million. Unit numbers went up from 73,295 to 104,106. Imports of tractors under 40 horsepower, mostly from Japan, went up from 39,764 to 47,289, just a few thousand over actual retail sales for the year (45,610).

The big surge was in imports of 40-79 horsepower units—up from 15,858 worth $135.5 million to 34,085 valued at $227.1 million. The 10,570 units of this horsepower group that came in from West Germany more than doubled the 4,016 that were imported in 1982. (Main imports from West Germany are John Deere and Deutz.)

The British tractor industry also shipped a much higher quantity of 40-79 hp tractors to the U.S. last year—13,502 compared with 3,195 in 1982. (Fords, MFs, IHs and Cases come from the U.K.)

Used. In the 1950s and 1960s, used tractors were imported to the U.S., mostly from Canada and Britain, in substantial quantities. British units, usually late models with few hours, could be priced very competitively because of U.K. depreciation rules. Mandatory cabs may have pushed up freight bills, and multinational manufacturers may have altered pricing structures; U.K. quantities declined.

Last year, 3,548 used tractors entered the U.S., 1,862 from Canada and 1,409 from Britain. British imports were up 73 per cent. Possible causes: Sales of new units went up in Britain last year, increasing the quantity of trade-ins. The British pound declined substantially against the dollar, making prices more attractive.

Potential newcomers. Sometimes a small quantity of tractors is imported to the U.S. for test and evaluation, indicating the possible arrival later of a new brand. Examples: 14 Korean units, 20 to 29 hp, came in valued at an average $5,300; 12 from Brazil, 30 to 79 hp; 3 from Finland, possibly Volvo-Valmets; 1 from Switzerland, possibly a Hurliman.

Tractor parts. Farm tractor parts imports rose 11 per cent to $203 million in 1983. The 1982 parts volume of $183 million had been a 38 per cent drop from 1981. The big quantities of parts came from Italy ($51 million), West Germany ($38 million), Britain ($30 million) and Belgium ($21 million).

Total imports. Total volume of farm equipment imports was $1.347 billion, a 14 per cent increase. In 1982, the volume of $1.18 billion was down by 24 per cent from 1981.

7 Nations to Show Wares at Agri-tech, More are Expected

Agri-tech is a popular but apparently uncopyrighted word. It's the name given to a biennial show in Israel (reported in this issue) and now it's also the name of a major, world-class farm equipment trade show set for Sept. 12-15 at Louisville, Ky.

Agri-tech International '84, which has been endorsed by the National Farm & Power Equipment Dealers Assn., announced last month that seven national pavilions are firmly set for the event. Equipment manufacturers from Australia, Denmark, East Germany, Israel, the Netherlands, Sweden and the United Kingdom will display in groups.

According to Stephan Phelps of the Kentucky Fair & Exposition Center, site of Agri-tech, France, Italy and Spain are also currently negotiating for national pavilions at which their farm equipment manufacturers can exhibit.

Other nations will also be represented, said Phelps, by individual displays by manufacturers and suppliers.

According to Phelps, a balance of domestic and overseas exhibitors is being sought. J I Case is listed by Agri-tech as the first of the U.S. major manufacturers to contract for space. At press time, another was reported ready to sign.

At the request of Agri-tech management, *Implement & Tractor* has agreed to produce a series of two seminars as part of the show.

The Southwest Connection:

Survey finds many dealers ready to buy computers

By Richard A. Edwards Agribusiness Economist, Texas Ag Extension Service

■THE BIGGER YOU are, the harder you fall for computers.

That's one message that comes out of a survey conducted last fall among tractor and implement dealers in Texas, Oklahoma and New Mexico.

Our report last month noted that in-house computers were already owned by 30 per cent of the 252 dealers who responded to the survey.

A closer look at those ownership figures showed that 100 per cent of dealers with annual sales over $5 million were using computer services, and 73 per cent of those big dealers had in-house computers.

As the accompanying chart shows, computer use and ownership both decline as sales volume gets smaller, to the point where only 5 per cent of small dealers, under $500,000 annual sales, owned an in-house computer.

This does not imply that big dealers got that way because they have a computer.

Rather, analysis of several survey questions supports the notion that most dealers can see the benefits of using electronic data processing, but are holding off because of financial considerations.

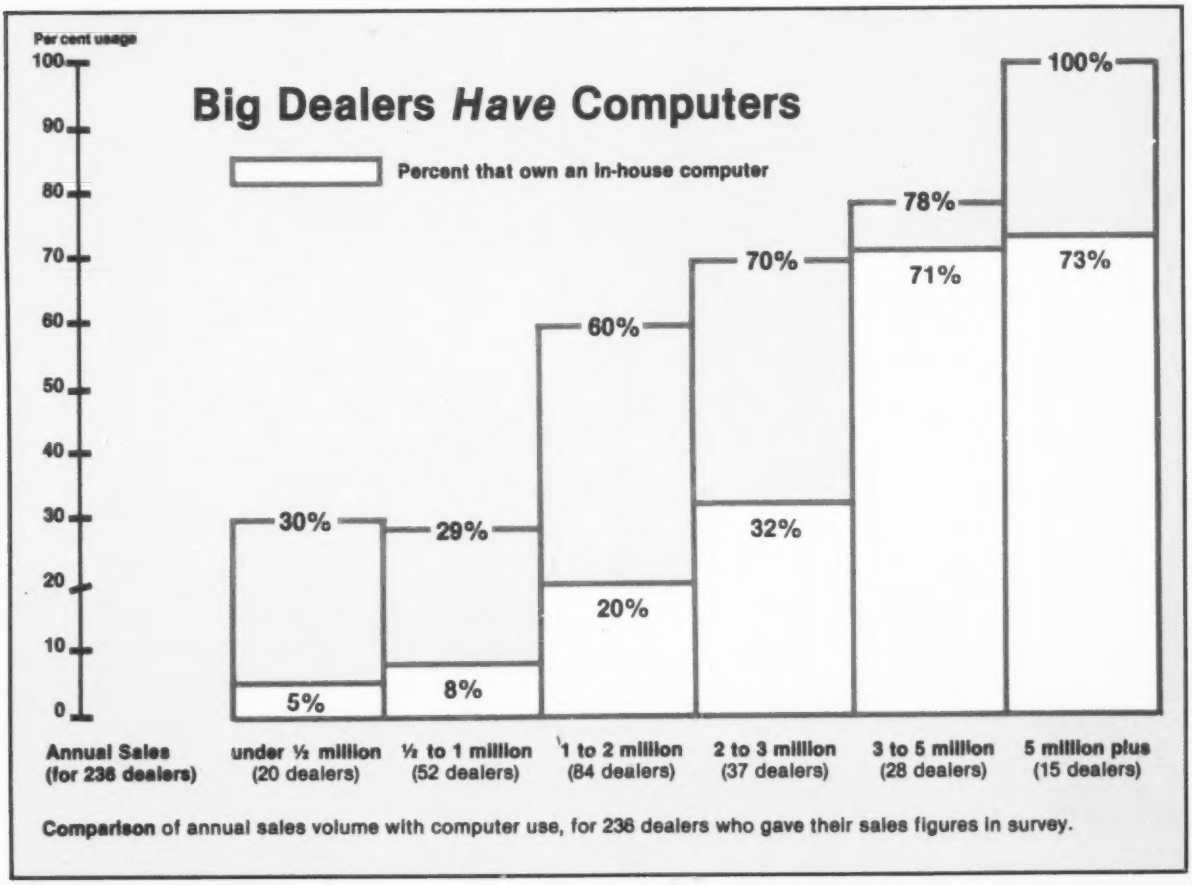
About 40 per cent of the responding dealers said they did not currently have a computer, but 80 per cent of these non-users feel they would benefit from having an in-house system.

Asked to rank their priorities for computerizing various departments in their businesses, these non-users selected the same applications as those dealers who already have computers. In order, these priorities are:

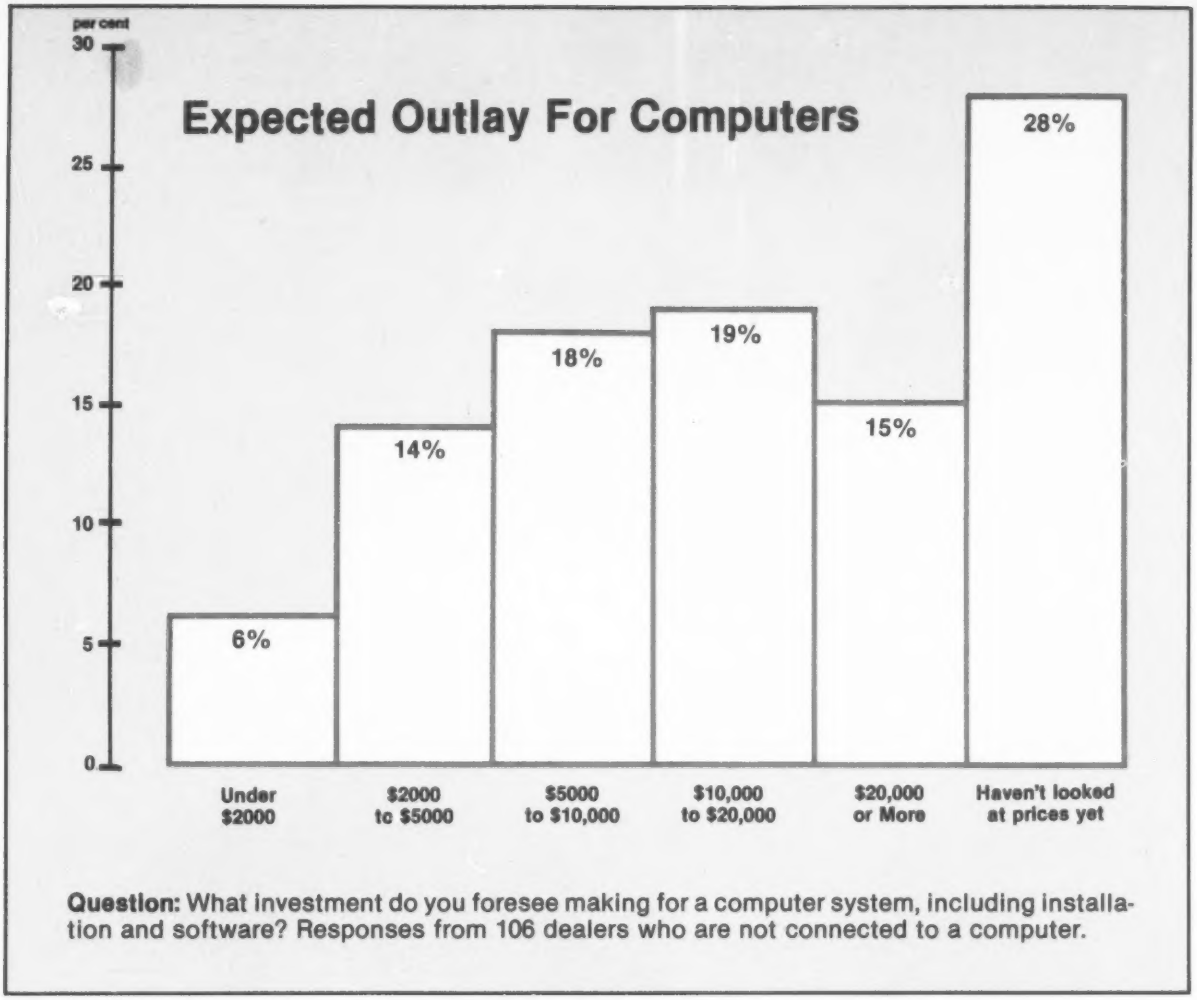
Parts Inventory
Accounting
Accounts Receivable
Accounts Payable
Whole Goods Inventory
General Office
Service Shop

The survey found that 69 per cent of non-computerized dealers feel they will have an in-house computer within two years. This, taken with other survey findings, indicates that dealers generally have positive feel-

(More...)



Comparison of annual sales volume with computer use, for 236 dealers who gave their sales figures in survey.



Question: What investment do you foresee making for a computer system, including installation and software? Responses from 106 dealers who are not connected to a computer.

Southwest Connection

(continued)

ings about the benefits of computers as a management tool.

Then why aren't 100 per cent of dealers currently tied into computers, using either an outside computer service or operating their own in-house system?

As noted last month, only 5 per cent of non-computerized dealers listed "present economic situation" as their reason, while 54 per cent said in-house computers were "too costly." These results indicate that dealers, like many other potential computer users, are waiting for prices to come down.

Lack of communication?

Combining the information from the Southwest dealers survey with a survey of computer vendors conducted by I&T last fall indicates that many of the non-computerized dealers simply haven't been given enough information about the costs of computers.

Note in the accompanying table that 34 per cent of non-computerized dealers expect to invest $10,000 or more for a computer

(Continued on page 52)

Confirmation – and a grain of salt

Anyone who does surveys likes to see the results confirmed by a completely independent survey conducted by someone else.

Thus it was nice to see that a survey by Frost & Sullivan, a New York business research firm, showed support for the data gathered in the Southwest dealers survey.

There were 345 responses to the Frost & Sullivan study, which looked at farm stores and fertilizer stores along with implement dealerships.

"Slightly more than a third of our respondents reported that they had data processing," Frost & Sullivan found, adding that "interestingly, almost 40 per cent of our respondents indicated they were going to get either another data processing system or service in the future. Greatest interest was from farm implement dealerships, with farm stores close behind."

By comparison, the Southwest survey found 58 per cent of implement dealers has some kind of computer connection, including 30 per cent saying they own a computer. Another 30 per cent of non-owners said they were planning to buy one.

But Frost & Sullivan added a cautionary note regarding the reliability of their survey results, and similar cautions exist for most surveys.

"It is our experience," they wrote, "that people who have data processing or who are in the process of shopping for it are more likely to complete a survey such as ours, thereby distorting the numbers."

The complete Frost & Sullivan report, Number 1138, is available for $1,350 from the research firm at 106 Fulton St., New York, N. Y. 10038.

AUCTION PRICES OF USED EQUIPMENT

An exclusive I&T monthly report of actual prices paid recently at these leading national wholesale auctions.

Asterisk beside tractor price indicates highest bid offered on tractors which were not sold.

JONES FARM EQUIPMENT CO.
Dothan, Alabama
January 10, 1984

ALLIS-CHALMERS TRACTORS

7060 diesel, 1977 (Good) 12,000*
7030 diesel, cab, 1974 (Good) 5600
200 diesel, 1973 (Fair) 3650*
WD, 1949 (Rough) 350
B, cult., 1940 (Fair) 575
G, cult., 1947 (Fair) 675

CASE TRACTORS

2290 diesel, cab, 1981 (Excellent) 17,250
1370 diesel, 1977 (Good) 9250
1370 diesel, 1974 (Rough) 5900*
1175 diesel, 1972 (Fair) 3950
1070 diesel, cab, 1974 (Excellent) 7600
870 diesel, 1973 (Fair) 3300*

DAVID BROWN TRACTOR

990 diesel, 1969 (Fair) 975

MASSEY-FERGUSON TRACTORS

2705 diesel, cab, duals, 1979 (Excellent) 12,750*
1105 diesel, 1975 (Good) 4400*
1105 diesel, 1975 (Good) 5450
285 diesel, 1976 (Excellent) 7900
275 diesel, 1977 (Good) 6750
275 diesel, 1977 (Excellent) 7450
255 diesel, 1976 (Good) 5150
245 diesel, 1978 (Excellent) 5800
235 diesel, 1975 (Good) 3775
180 diesel, 1967 (Rough) 2200
178 diesel, (Good) 3500
165 diesel, 1971 (Fair) 2600
165 diesel, 1967 (Fair) 2750*
165 diesel, 1967 (Fair) 2800
165 diesel, 1966 (Fair) 2700*
165 diesel, 1966 (Fair) 2800*
165 diesel, 1966 (Fair) 2400
150 diesel, 1969 (Good) 3050*
150 diesel, 1967 (Fair) 2400
150 diesel, 1967 (Good) 3300
150 diesel, 1965 (Good) 3150
135 diesel, 1974 (Excellent) 3400*
135 diesel, 1973 (Excellent) 3400*
135 diesel, 1970 (Excellent) 3500*
135 diesel, 1967 (Excellent) 3400
135, 1967 (Good) 3000*
135 diesel, 1966 (Good) 3100*
135 diesel, 1966 (Good) 2900
135 diesel, 1966 (Good) 3100
135 diesel, 1966 (Good) 3050*
40 diesel, 1971 (Rough) 1600
40, 1956 (Rough) 600
35, 1963 (Excellent) 2300
35 diesel, 1958 (Rough) 1050*
35, 1956 (Good) 1000
35, 1956 (Rough) 950*
35, 1956 (Good) 1350
TO30, 1952 (Good) 1150*
TO30, 1952 (Rough) 500
20, 1967 (Good) 2400*
TO20, 1950 (Rough) 575

FORD-FERGUSON TRACTORS

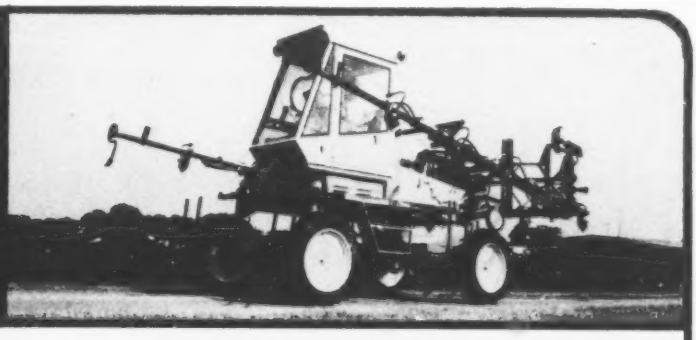
9N, 1944 (Good) 800*
9N, 1946 (Excellent) 1250*
9N, 1944 (Good) 800
9N, 1941 (Excellent) 1150

FORD TRACTORS

8700 diesel, cab, duals, 1977 (Excellent) 10,300*
8600 diesel, cab, 1972 (Rough) 4000
7700 diesel, 1976 (Good) 9800
7600 diesel, 1977 (Good) 6100
7000 diesel, 1973 (Good) 4350
7000 diesel, 1972 (Good) 4950*
6600 diesel, 1976 (Excellent) 7900
6600 diesel, 1976 (Excellent) 8000
6000 diesel, 1962 (Rough) 700*
5610 diesel, 1983 (Excellent) 12,800
5000 diesel, 1970 (Fair) 3650*
5000 diesel, 1970 (Fair) 4300*
5000 diesel, 1969 (Good) 3700*
5000 diesel, 1968 (Fair) 3500*
4000, 1968 (Rough) 2250*
4000 diesel, 1968 (Good) 3200
3600 diesel, 1975 (Good) 4900
3000 diesel, 1972 (Excellent) 4450
3000 diesel, 1968 (Good) 3200
3000 diesel, 1968 (Good) 3050
3000 diesel, 1968 (Good) 3400
3000 diesel, 1966 (Fair) 2800
2000, 1972 (Good) 3150
2000 diesel, 1972 (Excellent) 3600
860, 1957 (Excellent) 2350*
841, 1960 (Good) 1850
641, 1958 (Good) 1600
641, 1958 (Excellent) 2100
640, 1955 (Good) 1500
541 diesel, cult., 1958 (Good) 1400
Maj. diesel, ldr., 1956 (Rough) 450*
Maj. diesel, ldr., 1956 (Rough) 450
Sup. Dex. diesel, 1963 (Good) 1625
8N, 1952 (Good) 1425
8N, 1951 (Excellent) 1675
8N, 1951 (Excellent) 1750
8N, 1948 (Rough) 800
8N, 1950 (Good) 1100*
8N, 1950 (Good) 1250
8N, 1948 (Rough) 350
8N, 1948 (Fair) 950
8N, 1948 (Good) 1150
8N, 1948 (Good) 1100
8N, 1948 (Fair) 1050
8N, 1948 (Good) 1350

Spray Ram
by Sprayrite

It goes when you need to go...and that's the big difference between Spray Ram and other sprayers!



To go when you need to go requires more than mechanical reliability. It requires:

- Four wheel hydrastatic drive
- Low ground surface pressure
- Equal weight distribution on the go
- Matched horsepower

Go when you need to go in safety and comfort:

- Pressurized air-conditioned cab
- Weight sensitive seat
- Hydrastatic steering
- Full sweep windshield wiper
- Hydrastatic brakes and heavy duty parking brakes
- Full light package

Spray Ram—it's totally out of reach in spray technology:

- Hydraulic turbo rotary atomizers
- Sprayrite Injection System
- Sprayrite Ultra Low Volume System

THERE'S NEVER BEEN ANOTHER SPRAYER LIKE IT!

See your Sprayrite dealer or write today for more information.

SPRAYRITE MFG. CO.

P.O. BOX K (501) 572-6737 WEST HELENA, AR 72390

Write In (38) on Reply Card

8N, 1948 (Good) 1250*

INTERNATIONAL HARVESTER TRACTORS

1466 diesel, 1975 (Rough) 4700
1466 diesel, 1974 (Rough) 5350
1066 diesel, 1974 (Fair) 4600*
686 diesel, 1979 (Excellent) 9100
686 diesel, 1978 (Good) 7700
686 diesel, 1977 (Good) 8400
686 diesel, 1977 (Good) 8200*
686 diesel, 1977 (Fair) 5500
686 diesel, 1977 (Good) 7200*
666 diesel, 1972 (Excellent) 4950*
656 diesel, 1968 (Fair) 3300
574 diesel, 1973 (Good) 3450
574 diesel, 1973 (Fair) 2750*
544 diesel, 1969 (Fair) 2850
464, 1974 (Rough) 2200*
454 diesel, 1974 (Good) 3600
284 diesel, 1980 (Excellent) 7600
C, 1948 (Good) 475
140, 1968 (Good) 2300
A, har., 1940 (Fair) 425
154, cab, mo., 1973 (Good) 1450*
Cub, cult., plt., 1948 (Good) 975

JOHN DEERE TRACTORS

4840 diesel, cab, 1978 (Excellent) 25,900*
4820 diesel, cab, 1978 (Excellent) 23,000
4630 diesel, 1976 (Excellent) 12,500
4630 diesel, 1974 (Good) 9600
4440 diesel, 1979 (Excellent) 22,100
4430 diesel, duals, 1978 (Excellent) 13,400
4430 diesel, cab, 1976 (Excellent) 11,400*
4430 diesel, cab, 4WD, 1975 (Good) 10,500*
4430 diesel, 1975 (Excellent) 14,000
4430 diesel, 1974 (Good) 8500
4430 diesel, cab, 1974 (Excellent) 11,100
4430 diesel, 1973 (Good) 10,000
4240 diesel, 1979 (Good) 16,500
4230 diesel, cab, 1977 (Excellent) 12,600
4230 diesel, 1976 (Good) 8250
4230 diesel, 1974 (Fair) 7800
4020 diesel, duals, 1970 (Fair) 5400
4020 diesel, duals, 1969 (Excellent) 7000
4020 diesel, 1967 (Rough) 2900
4020 diesel, 1966 (Fair) 4400*
3020 diesel, 1969 (Good) 4600*
3020 diesel, 1966 (Good) 4750*
3020 diesel, 1965 (Good) 4800
3010 diesel, 1963 (Rough) 2200*
2840 diesel, 1979 (Excellent) 8500
2640 diesel, 1978 (Good) 6800*
2640 diesel, 1976 (Excellent) 7800*
2630 diesel, 1975 (Rough) 3800*
2440 diesel, 1979 (Excellent) 6600
2240 diesel, 1977 (Excellent) 6000
2240 diesel, 1976 (Rough) 3000*
2040 diesel, 1981 (Excellent) 5800*
2040 diesel, 1978 (Excellent) 5950*
2030 diesel, 1973 (Good) 4700
2020 diesel, 1971 (Fair) 2100
2010 diesel, 1962 (Rough) 850
2010 diesel, 1962 (Fair) 1450
1120 diesel, (Fair) 2100
1020 diesel, (Good) 3400
1010, 1954 (Rough) 725
950, 1980 (Excellent) 6000
820 diesel, 1968 (Rough) 1900*
320, 1956 (Excellent) 1600

LONG TRACTOR

350 diesel, (Good) 2600

OLIVER TRACTORS

2-150 diesel, 1969 (Excellent) 6100*
1750 diesel, 1968 (Good) 3525
500 diesel, (Rough) 175

KUBOTA TRACTORS

L245 diesel, mo., 1978 (Good) 1600
L210 diesel, 1973 (Good) 2400
L185 diesel, mo., 1978 (Good) 1700
L175 diesel, 1974 (Good) 1500

YODER & FREY, INC.
Archbold, Ohio
January 9, 1984

INTERNATIONAL HARVESTER TRACTORS

B, cult., 1947 (Fair) 800*
Cub, mo, cult. (Fair) 1750
Sup. C, cult., 1952 (Rough) 800*
H, ldr., 1948 (Rough) 600
M, 1946 (Fair) 525
M, 1950 (Fair) 750*
Sup. M, 1952 (Rough) 810*
Sup. M diesel, 1952 (Fair) 985
Sup. M, 1953 (Fair) 900*
Sup. M, 1952 (Rough) 775*
B275, ... 1000
300, 1955 (Good) 1100
400 diesel, 1955 (Rough) 600
B414, (Fair) 1900*
450, 1957 (Rough) 900*
450 diesel, 1957 (Fair) 1350
460 util., 1960 (Rough) 1450
504, 1965 (Fair) 1900*
504, 1965 (Fair) 1800
560 LP, 1959 (Fair) 925
560, 1960 (Fair) 1700
560, 1959 (Rough) 1700*
560, 1960 (Rough) 1800*
560, 1959 (Rough) 1750*
560, 1961 (Fair) 1800*
560, 1960 (Good) 2500
560, 1960 (Fair) 1800*
544, (Fair) 2475
656, 1969 (Good) 3000
656 Hydro, 1970 (Fair) 3100*
656, 1968 (Good) 3900*
666, 1975 (Fair) 3700*
706 diesel, 1965 (Rough) 2400
706, 1965 (Fair) 3000
706, 1967 (Fair) 2000*
706, 1967 (Fair) 3000*
756 diesel, 1967 (Good) 4100*
766, 1976 (Good) 3900*
806 diesel, 1967 (Fair) 4000*
806, 1963 (Fair) 3400*
806 diesel, 1965 (Rough) 4100
806 diesel, 1966 (Fair) 3200
806 diesel, 1964 (Fair) 5400*
806, 1965 (Good) 2725
806 diesel, 1965 (Fair) 4100*
806 diesel, 1963 (Good) 4125
806 diesel, 1966 (Fair) 4000*
856, 1969 (Fair) 6300*
856, 1968 (Fair) 6000*
856 diesel, 1968 (Fair) 6100*
966 diesel, 1974 (Fair) 6300
966 diesel, 1975 (Good) 7600*
966, 1973 (Good) 6300
966, 1979 (Good) 12,600*
1066, 1975 (Fair) 5700*
1066, 1976 (Rough) 9250*
1066, 1974 (Rough) 5750*
1066, 1975 (Good) 7250*
1066, 1976 (Fair) 8000*
1066, 1975 (Good) 8100*
1066, 1978 (Fair) 11,900
1206 diesel, 1963 (Rough) 5100*
1206 diesel, 1965 (Rough) 6500*
1256 diesel, 1968 (Rough) 4000*
1256, 1967 (Good) 6500*
1456, 1969 (Good) 5700*
1466, 1975 (Good) 7900*
1466, 1973 (Rough) 4275
1466, 1973 (Rough) 4275
1466, 1975 (Rough) 4275

(More...)

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Auctions

(continued)

1566, 1975 (Fair) 8600*
4166, (Fair) 7250*

DAVID BROWN TRACTORS

990 (Fair) 1850*
995 diesel, 1976 (Fair) 3000*
1200 diesel, 1968 (Fair) 2700*

ALLIS-CHALMERS TRACTORS

WD-45 diesel, ldr., 1950 (Rough) 700*
W-14, plow, 1963 (Rough) 1400*
D-14, bld., 1959 (Fair) 1475
D-15, 1965 (Rough) 1850
D-15, ldr., 1967 (Fair) 2575
D-17, 1965 (Fair) 1625*
D-17, 1960 (Rough) 1450
D-21, 1967 (Fair) 3400*
160, 1969 (Good) 1900
190, 1966 (Fair) 2500
190XT, 1970 (Fair) 3300
190XT, 1970 (Good) 3800*
7040, 1979 (Fair) 7750*

OLIVER TRACTORS

55, 1956 (Fair) 1150
1600, 1962 (Fair) 2300*
1650 diesel, 1966 (Rough) 2000
1650 diesel, (Fair) 2150
1750 diesel, 1967 (Rough) 4100*
1750, 1965 (Fair) 3400*
1750 diesel, 1967 (Fair) 4250*
1800, ... 2350
1800, 1961 (Fair) 2000*
1800, 1962 (Rough) 1900
1850, 1966 (Fair) 2400*
1850 diesel, 1967 (Fair) 3800*
1850, 1966 (Fair) 2400

1855, 1972 (Good) 7300
1855 diesel, 1969 (Fair) 4100*
1855, 1972 (Fair) 4050*
1855 diesel, 1972 (Fair) 5000*
1950-T diesel, 1968 (Fair) 4200*
1950-T, (Fair) 3700*

JOHN DEERE TRACTORS

A, bld., 1950 (Fair) 500*
A, 1946 (Rough) 600*
B, cult., 1947 (Fair) 400*
MT, 1950 (Rough) 500
MT, cult., 1951 (Rough) 675
60, 1956 (Good) 1470
70 diesel, ... 750
70, 1954 (Fair) 1000*
720, 1957 (Good) 900
720 diesel, 1957 (Fair) 1400*
720, 1958 (Rough) 1400*
730 diesel, 1959 (Fair) 1900*
820 diesel, 1957 (Good) 2500
950 diesel, 1977 (Good) 4700*
3010 diesel, 1962 (Fair) 4000
3020 diesel, 1968 (Rough) 4900*
3020 diesel, 1967 (Good) 5875
4010 diesel, 1963 (Fair) 4500
4010 diesel, 1964 (Fair) 3300
4010 diesel, 1963 (Fair) 4600*
4020 diesel, 1967 (Good) 6600*
4020 diesel, 1971 (Good) 6650
4020 diesel, 1971 (Good) 7400*
4020 diesel, 1966 (Fair) 5450
4020, 1965 (Fair) 6000*
4020 diesel, 1966 (Fair) 4900*
4020, 1967 (Fair) 6700*
4020 diesel, 1964 (Fair) 5750
4020 diesel, 1965 (Fair) 5200
4020 diesel, 1965 (Good) 6000*

4020 diesel, 1964 (Fair) 5450
4020 diesel, 1966 (Fair) 6550
4020 diesel, 1967 (Fair) 5900*
4020, 1965 (Rough) 3150
4020 diesel, 1965 (Fair) 4900*
4020 diesel, 1968 (Fair) 6000*
4020 diesel, 1967 (Good) 5600*
4230, 1976 (Good) 12,750*
4230, 1973 (Rough) 7700*
4320, 1972 (Good) 7850
4320 diesel, 1972 (Good) 7900*
4430, 1975 (Good) 13,500*
4430, 1974 Fair) 9700
4430, 1975 (Good) 10,300*
4630, 1974 (Fair) 7900*
4840, duals, 1979 (Excellent) 24,000*
5020, 1969 (Fair) 4800*
5020, 1969 (Good) 7000*
8630, (Good) 24,500*

DEUTZ TRACTORS

D10006, (Fair) 5100*
D13006, (Fair) 4500*

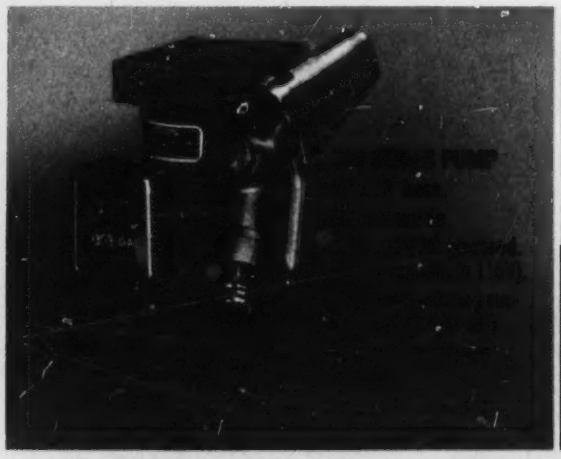
FORD TRACTORS

8N, 1952 (Fair) 1250
8N, ldr., 1950 (Fair) 1200
8N, 1950 (Fair) 1550*
8N, 1950 (Fair) 1250*
8N, 1947 (Rough) 850
9N, ... 375
9N, 1941 (Rough) 825*
9N, 1940 (Fair) 750*
600, mo., 1956 2425
600, ldr., 1957 (Good) 2200*
641, 1955 (Fair) 2175
800, ldr., 1955 (Rough) 2200*
2000, 1969 (Rough) 2900*

2000 diesel, 1972 (Rough) 3500
3000 diesel, 1970 (Fair) 3450*
4000 Select-O-Speed, 1971 (Rough) 1700
4000 diesel, 1969 (Rough) 2650
4000 Select-O-Speed, 1964 (Fair) 1200
4500, ldr., 1975 (Rough) 3850
5000 diesel, 1972 (Good) 6600
6000 diesel, 1961 (Rough) 1400*
6000, 1962 800
6000 diesel, 1960 (Fair) 1900*
8000, 1973 (Rough) 3850
8000, 1971 (Fair) 5600*
8600, 1974 (Fair) 6700
9000, 1971 (Fair) 4800*
20, 1946 (Fair) 1160*
TW-30, ... 23,500*
Jub., ldr., ... 1750
Jub., ... 725

CASE TRACTORS

400, 1958 (Rough) 750*
400, 1959 (Rough) 960
530, ldr, 1964 (Fair) 1900*
530, 1965 (Rough) 1350*
830 diesel, 1964 (Fair) 1700*
830 diesel, 1966 (Rough) 1600
830 diesel, 1965 (Fair) 1700*
900 diesel, 1966 (Good) 1650*
930 diesel, 1967 (Fair) 2230*
970 diesel, ... 6000
1030 diesel, 1967 (Fair) 2300
1030, 1967 (Good) 3800*
1030, 1966 (Fair) 3000
1070 diesel, 1974 (Fair) 5000*
1070 diesel, 1972 (Fair) 5400*
1175, 1973 (Good) 7100*



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1470, (Good) 7250*
2470, (Fair) 8000*

MINNEAPOLIS-MOLINE TRACTORS
Jet Star 4, (Rough) 950
U-302, 1964 (Fair) 1925
M-602, 1960 (Fair) 1025

FERGUSON & MASSEY-FERGUSON TRACTORS
50 diesel, (Good) 2200*
65 diesel, 1960 (Rough) 1750*
65 diesel, 1960 (Rough) 1800*
85, 1959 (Fair) 1625
135, Idr., ... 2975
165, 1966 (Good) 2100*
165 diesel, 1968 (Fair) 3300
175, Idr., 1967 (Fair) 4600
180 diesel, 1968 (Fair) 3500*
180 diesel, 1969 (Rough) 3200
245 diesel, 1978 (Fair) 4200*
1080, (Good) 5750
1105, 1977 (Fair) 6000*
1135 diesel, 1974 (Fair) 7200*
1155, (Fair) 7400*
2805, (Excellent) 1300*

NOTES:
Prices reported are for individual sales at wholesale on an "as is," "cash and carry" basis. Prices reported are not averages.

Condition Classifications:
EXCELLENT: Engine in perfect condition, 400 to 600 hours of use. Rubber—80% tread remaining, no breaks or cracks. Paint—original and bright. General appearance: excellent.

GOOD: Engine in good running condition. Rubber—70% tread remaining, no breaks or cracks. Paint—original or a good repaint job. General appearance: good over-all.

FAIR: Engine possibly in need of a minor overhaul. Rubber—60% tread remaining, some cracking evident in sidewalls. Paint—only fair, weathered and some rust apparent. General appearance: worn, some dents, minor parts (gage covers, etc.) missing or broken.

ROUGH: Engine obviously in need of a major overhaul. Rubber—smooth. Paint—scarred, weathered, rusty. General appearance: dents, ruptures, broken parts, loose wires, components (such as lights) broken, missing or inoperative.

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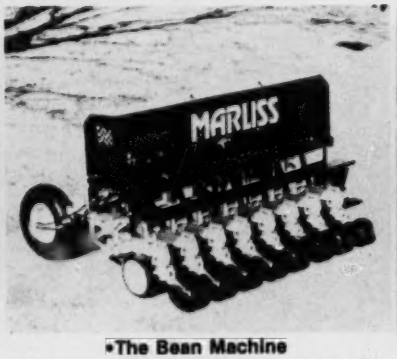

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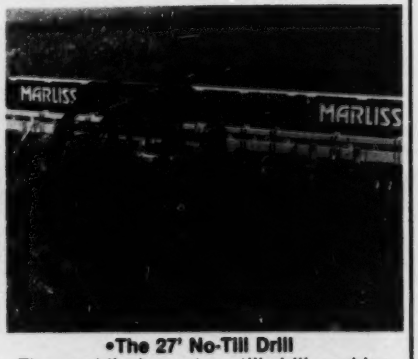

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HOUSE OF HOSE, INC.

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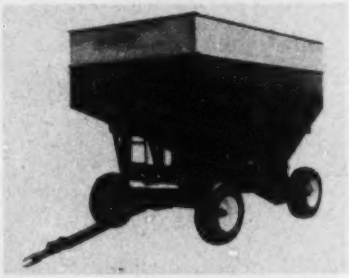
KUKER INDUSTRIES, INC.



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Southwest Connection

(Continued from page 22)

system, including installation and software.

The I&T vendor survey got price quotes from eight computer companies for one-user computer systems, with enough software and hardware to handle the basic inventory and accounting needs of a moderate-sized dealer. The average price for the eight systems was $17,862, with a range from $10,500 to $24,730.

So if computer vendors are offering systems that meet the price expectations of dealers, why haven't more dealers bought?

The dealer survey suggests the vendors may not have spread their message well enough: 31 per cent of dealers say their present accounting methods are adequate; 18 per cent said "no one has actually shown me data on cost and savings," and 28 per cent said they "have yet to investigate this aspect."

It must be noted, before drawing any sweeping conclusions from the survey, that the 252 survey respondents, members of the Southwest Hardware & Implement Assn., cannot be taken as a representative cross-section of dealers nationwide, or even as a statistically ideal sample of dealers in three states.

But looking at the responses from the survey group leads to some conclusions about use of computers by dealers:

- Big dealers already have computers, and have had them for several years. Given the rapid pace of change in the electronics industry, some of these dealers may be ready to upgrade their equipment.
- Dealers are convinced of the value of computers, and the majority of dealers with annual sales over $1 million already have some kind of computer connection.
- Small and medium-sized dealers, with annual sales under $3 million, would appear to be the greatest growth market for use of in-house computers, and are willing to invest realistic sums of money to purchase a system.
- If dealers see the benefit in computers, and are willing to pay the price, but haven't yet bought, it may be that computer vendors haven't completely met the challenge of explaining costs and benefits to these potential buyers. I&T

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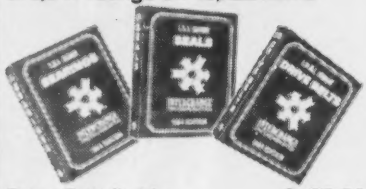

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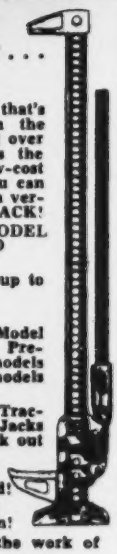

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